

## Sponsored Ad Tips

Here are my tips. You can use them in conjunction with Amazon's training webinars!

1. It takes a few days for a new campaign to reach its potential. Therefore I like to wait 7 days before making any edits to a new campaign.
2. You can start out by running a manual and an auto campaign side by side. Although in theory you are 'competing against yourself', often one will out-perform the other and running them at the same time allows you to see which is performing the best. After 7 days, pause the loser and leave the winner running.
3. If you are running a manual campaign, check it after 7 days and pause any keywords that are resulting in a loss. Although it might be difficult to determine this accurately at such an early stage, if an ACoS is more than 50%, you might be running at a loss with that keyword. Therefore I always pause keywords with an ACoS of more than 50%.
4. Do not edit your campaign more frequently than once a week. If you edit too frequently, you are not giving it enough time to adjust.
5. Finally, if you are not at least breaking even (breaking even is okay!) after say, two weeks, and after tweaking things to pause keywords with a high ACoS, and after making sure that you have included as many keywords as possible, and after following Amazon's training, ditch it! Sponsored ads don't work for *every* product. If it's not working, there's no point in wasting money.